

Liverpool John Moores University

Title: BUSINESS STUDIES PROJECT
Status: Definitive
Code: **66501HEPBS** (118862)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: HELP College

Team	Leader
John Reed	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 6.00
Total Learning Hours: 240
Private Study: 234

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	3.000
Tutorial	3.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	Disser.		100.0	

Aims

To enable students to research a business problem or issue within an academic context.

Learning Outcomes

After completing the module the student should be able to:

LO 1 Research and analyse a business problem or issue.

LO 2 Produce a structured report.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Dissertation	LO	LO
	1	2

Outline Syllabus

Students choose a business problem or issue, which may be related to work undertaken on placement year or on a part time basis, or which may be desk based research. Students will be expected to:

Identify and justify appropriate research methods.

Undertake a literature review.

Collect, collate and analyse appropriate research data.

Reach conclusions and make recommendations where appropriate.

Produce a structured report.

Learning Activities

Lectures covering generic issues: the proposal (covered in detail at level 5 in the Research methods module), use of SPSS, the project write up. Individual meetings with tutors providing guidance on the management of the research and production of the project.

References

Course Material	Book
Author	Fisher, C
Publishing Year	2010
Title	Researching and Writing a Dissertation
Subtitle	An Essential Guide for Business Students
Edition	3rd edition
Publisher	Pearson Education, Harlow
ISBN	

Course Material	Book
Author	Saunders, M, Lewis, P and Thornhill, A
Publishing Year	2009
Title	Research Methods for Business Students
Subtitle	
Edition	5th edition
Publisher	Financial Times Prentice Hall

ISBN	
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Course Material	Book
Author	Punch, K F
Publishing Year	2006
Title	Developing Effective Research Proposals
Subtitle	
Edition	
Publisher	London, Sage
ISBN	

Course Material	Book
Author	Jankowicz
Publishing Year	2005
Title	Business Research Projects
Subtitle	
Edition	4th edition
Publisher	International Thompson Business Press
ISBN	

Notes

This module enables final year students to apply their knowledge and skills to a properly researched business problem or issue.

For sandwich students, the project focus normally relates to work undertaken in the placement year. Non-sandwich students may base their project on links to a company through, for example, part-time employment, or may conduct a desk based project.

All students must submit a proposal to module leader for their intended project. (See module guide for proposal requirements).

Feedback will be given to students after project assessment and the programme assessment board, via a mark/feedback form, compiled by the project supervisor. Assessment criteria for the project are detailed in the module handbook.